

## **Abstract**

A reseller program may be used to increase the number of Customer desired domain names that are registered by a Registrar. There are two main embodiments of this reseller program. In the first embodiment, Resellers guide Customers to a Registrar web site through the use of advertisements, links in various web sites and/or links from search engines. The Registrar web site communicates directly with the Customer and registers the Customer desired domain names and compensates the Reseller for guiding the Customer to the Registrar web site. In the second embodiment, Resellers have their own reseller web sites that communicate directly with the Customers and communicate the desired domain names to the Registrar web site so the Registrar web site can register the Customer desired domain names. In this embodiment, the Customer may compensate the Reseller and the Reseller may compensate the Registrar for the services rendered.